

A MASTER STROKE IN MERCHANDISING!!

Our "Gigantic" Back from Market Sale

OTTO-JOHNSON MERCANTILE CO.

Crowds of Well Satisfied Shoppers Take Advantage of the Bargains
Men and Women alike flock to the Otto-Johnson store showing their appreciation of the

LOW PRICES -- HIGH QUALITY -- CHRISTMAS AND WINTER GOODS

Read every word of this advertisement--you will find your time profitably spent for it offers you an opportunity for money saving on winter merchandise and Xmas goods

Think of Buying

| | |
|---|-------|
| \$49.00 LANGHAM SUITS For Men, at | 36.75 |
| \$45.00 MONROE SUITS For Men, at | 33.75 |
| \$42.00 MONROE SUITS For Men, at | 31.50 |
| \$40.00 MONROE SUITS For Men, at | 29.50 |
| \$37.50 MONROE SUITS For Men, at | 27.50 |
| \$35.00 MONROE SUITS For Men, at | 26.25 |
| \$30.00 MONROE SUITS For Men, at | 22.50 |
| \$27.50 MONROE SUITS For Men, at | 18.75 |
| \$22.50 MONROE SUITS For Men, at | 16.50 |
| \$20.00 MONROE SUITS For Men, at | 14.75 |
| \$18.00 MONROE SUITS For Men, at | 13.50 |
| \$27.50 MEN'S OVERCOATS On Sale at | 29.50 |
| \$25.00 MEN'S OVERCOATS On Sale at | 27.50 |
| \$20.00 MEN'S OVERCOATS On Sale at | 23.50 |
| \$22.50 MEN'S OVERCOATS On Sale at | 17.50 |
| \$19.75 MEN'S OVERCOATS On Sale at | 14.75 |
| \$16.50 MEN'S OVERCOATS On Sale at | 12.75 |
| \$15.00 MEN'S OVERCOATS On Sale at | 11.25 |
| \$10.75 ALL WOOL MACKINAW COATS At | 7.75 |
| \$ 8.50 BOYS' WOOL MACKINAW COATS At | 6.00 |
| \$ 7.50 BOYS' WOOL MACKINAW COATS At | 5.00 |
| \$ 5.00 BOYS' WOOL MACKINAW COATS At | 3.75 |
| \$10.00 ALL WOOL SWEATERS On Sale at | 7.50 |
| \$ 6.50 ALL WOOL SWEATERS On Sale at | 5.25 |
| \$ 5.00 ALL WOOL SWEATERS On Sale at | 4.00 |

20% DISCOUNT

on Dress Pants, Boys' Suits, Men's Dress Shirts, Men's Wool Shirts, Men's and Boys' Winter Caps, Men's Leather Vests.

Think of Buying

Coats of Quality
Dresses of Distinction
All Sizes and Materials



Special Price During This Sale

\$19.75

Think of Buying

| | |
|---|-------|
| \$ 2.00 WOMEN'S SILK HOLEPROOF STOCKINGS At | 1.39 |
| \$ 1.50 WOMEN'S AND MISSES' SPORT RIBBED HOSE At | 1.00 |
| \$ 1.75 WOMEN'S SILK AND WOOL STOCKINGS At | 1.25 |
| \$.55 WOMEN'S RIBBED BLACK HOSE At | 18c |
| \$.65 WOMEN'S AND MISSES' SKIRTS At | 4.50 |
| \$11.75 SILK AND WOOL DRESSES At | 9.50 |
| \$17.50 SILK AND WOOL DRESSES At | 11.95 |
| \$ 2.00 WOMEN'S AND MISSES' KID GLOVES At | 1.50 |
| \$ 1.00 CORDUROY BREAKFAST ROBES At | 4.98 |
| \$ 5.00 SILK WAISTS On Sale at | 2.98 |
| \$12.50 PURE WOOL PLAID BLANKETS At | 7.50 |
| \$ 5.50 WOOL FINISHED PLAID BLANKETS At | 3.98 |
| \$ 4.00 FULL SIZE BED COMFORTERS At | 2.98 |
| \$ 1.25 TWO YARD WIDE TABLE DAMASK At Per Yard | 75c |
| \$ 2.50 ALL WOOL PLAID DRESS GOODS At Per Yard | 98c |
| 50c MERCERIZED SOIESETTE At Per Yard | 25c |
| 60c FANCY PLAID DRESS GOODS At Per Yard | 35c |
| 60c IMPORTED SHIRTING MADRAS At Per Yard | 35c |
| 20c GRADE BLEACHED AND UNBLEACHED MUSLIN At Per Yard | 15c |
| \$1.00 BLUE DENIM LAUNDRY BAGS At | 48c |
| 35c BOYS' AND GIRLS' KNIT CAPS At | 15c |
| \$7.50 MISSES AND WOMEN'S WOOL SWEATERS At | 4.69 |
| 10c PALM OLIVE SOAP At | 7c |
| 50c PALM OLIVE SHAMPOO At | 35c |
| 25c EGYPTIAN TALCUM POWDER At | 15c |

20% DISCOUNT

on entire stock Drapery and Curtain Material, Entire Stock National Cook Stoves, Ranges and Heaters, Extra Stock Hoosier Kitchen Cabinets.

Queen Quality
SHOES

200 pair high grade Women's Dress Shoes, all sizes and styles. A real bargain that will be long remembered.

\$3.98

Never before have such high grade Women's Shoes been offered at such a low price. This is a notable offering.

Queen Quality
SHOES

Mary has a little plan
To do her Christmas buying:
She shops and mails
One week ahead—
Now, that's a stunt worth trying.
MORAL—Do your Christmas shopping and mailing early.

QUALITY Otto-Johnson Merc. Co. **SERVICE**
The Store for Everybody

AS USUAL
CASH
OR
CREDIT
DURING THIS SALE